

.105

The REPORTER

of Direct Mail Advertising

**Don't Louse
Things Up
Now
BUDDY!**

WAR ACTIVITIES PROMOTION COMMITTEE OF NEW ORLEANS



"TOO MANY, TOO CLOSE, TOO LONG" by Lt. Col. Donald Lester Dickson, 35, with the Marines in the Pacific. Col. Dickson wrote that this was a portrait of the "tough guy," physically and morally worn out and with a case of malaria creeping up—though "he doesn't know it yet."

*For story on above poster and other New Orleans activities,
read report from Jules Paolin on page 7*

A Report on March, 1945
Direct Mail Activities

PATRIOT



first class

You're performing a real service for Amer-

ica when you salvage every possible pound of wastepaper. Whether you're a volunteer curb man, or the head of a business! More than 700,000 war needs now are supplied by paper, and never has there been a more urgent need for it. Because fewer men are cutting pulpwood, wastepaper must provide more of the paper this war demands. It is up to all of us to collect wastepaper *now*, and continue this even after V-E Day. Turn in every pound you can, and in your advertising urge everybody else to do the same. Let's have more paper patriots!



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Bristols, Bonds, Envelope Papers,
Tablet Writing and Papeteries . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

A Credit Manager tells . . .

How To Write Better Letters

Clarence E. Wolfinger, Credit Manager of Lit Brothers, Philadelphia 5, Pa., recently made a speech about letters before a meeting of credit executives in Louisville, Kentucky. We are indebted to C. R. Anderson, Secretary of The American Business Writing Association, Urbana, Illinois, and his *A BWA LIBRARY OF THE Bulletin* for letting us know about it. The talk deserves widespread reprinting in full. Mr. Wolfinger, naturally, uses "old material." You may have heard it all before. (Since we and others have been preaching about letters for 25 years or more.) But it is wrapped up in a neat package.

One of the fundamentals of better letter-writing is to say what you want to say, and no more. So I shall be brief.

Letter-writing is a fascinating subject. It becomes more interesting as you study and examine it. The necessity for better letters becomes more apparent if you look over some of the correspondence flowing out of your own organization. Business letters numbering far into the millions are written back and forth during every calendar year. You can see, therefore, what an important part letters play in our every-day business life.

Letter-writing is a form of composition and reflects our individualism and personality, with greater imprint than most of us realize. It is our thinking sent out to another in written form. A letter often creates a first impression and, therefore, should make a favorable one. Modern business depends so much on correspondence that a business letter should not be written by one who has not demonstrated the ability to write.

Some of the phrases and styles formerly used are now considered outmoded, but mechanical devices have speeded up our means of communication and improved our methods. Courtesy and tact, however, are just as important today as they ever were. These have not changed. Use the B-C-T method—Brevity, Courtesy, Tact.

Letters are contacts with customers and require constant carefulness and individual thought or their value is negligible.

A letter is a conversation with an individual who cannot answer you thought for thought. Some people have no way of forming opinions of each other except through letters. In an oral conversation, a dubious or confused statement can be clarified. In writing, an idea or inference different from that desired by the writer is there to stay. Make sure, therefore, that you know what you are trying to say before you put it in a letter.

Letters are very intimate. Visualize, if you can, the person to whom you are writing. Use your imagination. You form some picture of this person from reading his letter, looking at his address, and the style of penmanship. It should mean something to you.

Simple words are always best, but if you are going to use big words, do not use them in answer to a letter from someone who may not understand the meaning. Expressions peculiar to your business should be avoided if you are writing to one who is unfamiliar with such terms.

Put yourself in the position of the reader and write what would be clear and acceptable to you if you were receiving the letter instead of writing it. A good letter-writer must possess, among many other faculties, a favorable regard for people as well as a desire to meet and mix with all kinds and to get along with them. Don't be aloof, either personally or on paper. All this means—write as you would talk.

Do not permit your letter to be mailed unless you are one hundred

UNIVERSITY OF ILLINOIS
per cent sold on the ability of that letter to do the job you intend it to do, even if it must be rewritten several times. You can't expect a letter to sell someone else if it hasn't sold you.

Types of Letters

It is hardly necessary to discuss the many kinds of letters which we use in business, but I should like to highlight briefly a few thoughts in connection with some letters. A well-known authority has said that every letter is a sales letter. It establishes a contact, creates an interest, convinces the reader, and stimulates him to action.

In credit letters, therefore, friendliness and a desire to serve should be favorably impressed upon the customer. Even though you are unable to serve him on a credit basis, friendliness should still be a paramount consideration in the letter.

A letter declining an account should always be clothed in such terms as will not destroy goodwill. It is possible to make a letter refusing credit a friendly letter.

Letter-writing plays a much more important part in the operation of a successful Credit Department than most of us realize. The customer who is undesirable today, may be sought later.

Collection letters should be sufficiently broad in scope so that they are not sent out mechanically, with the thought that all payments which are not made according to terms are due to the same cause. It may

be difficult in a large organization to treat cases individually, but there are only a few simple reasons why an account is not paid, and once we have learned the reason for non-payment, our collection correspondence can be directed accordingly. Proper examination of the customer's background, the length of time the account has been on the books, previous paying habits, and other factors are very important in dealing with collection letters.

Don't load your letter at the start with TNT. Putting on more demand than is required to get payment is destructive to good-will.

Then there is another kind of letter in which the item of good-will plays a most important part, and that is the adjustment letter. The Adjustment Department can be used as a real builder of friendly relations. Letters coming to this department present an opportunity to satisfy someone who has been dissatisfied and make him again enthusiastic about your goods and services.

Even though the claim is not allowed, there still remains the opportunity for creating good-will, and it may be advantageous to permit certain unjustified claims to be allowed, knowing full well that the customer is wrong. Remember, too, that the customer thinks he is right and is entitled to consideration.

If an adjustment cannot be made immediately, answer the letter on the same day it is received, acknowledging the claim and assuring the customer that it will receive attention. Promptness in answering mail is a very important courtesy.

Don't argue or try to justify your position. Too many of us try to tell the customer about the mechanics of our operation which cause complications. This should be minimized. Customers, for the most part, are not interested in the details of your backstage operation which might result in complaints. It is well not to repeat the details of the original grievance. Tell the customer that an adjustment has been made, or will be taken care of.

It is also advisable not to promise a customer that some annoyance will never happen again, or make any other exaggerated statement

which might later prove embarrassing.

When reading your incoming mail, it is a good plan to use the margin for pencil notes of any thoughts which might occur to you at that time. These notations will be very helpful when you begin to answer your mail.

Some of the Rules . . . and Don'ts

Now, as to the form of the letter itself. The trained headline writer knows how to attract attention by summarizing the salient points of the story in a few brief, dynamic words. Just so, the letter-writer should try to make the first sentence create interest and a desire to continue reading.

Avoid beginning your letter with "we," "our," or "I." Get the "you" idea. Put the reader in the picture in your first few words.

Never begin the first sentence in your letter with a participle like "replying" or "answering." An opening of this kind forces the writer into a flow of useless and unnecessary words in order to complete the thought. It is something like a child's balloon. It gets bigger and bigger until it winds up in a puff of nothing, just a lot of wind.

Don't be afraid of your opening. Make it strong. By no means make it negative. Shun using an apology or an unpleasant thought; it is very difficult to overcome the handicap of this kind of a start. Too much of a wrong impression may be given to be offset by anything which might follow.

Don't make your opening indefinite or vague, or resort to statements which might later be found deceptive.

After a suitable opening, then create interest in what you have to say. Make it easy for the reader to get interested. Put the most important ideas where they will do the most good. Follow in logical sequence, with your thoughts properly connected.

A good rule is to limit your sentences to twenty or twenty-five words. This is the greatest number which any one sentence should contain, and too many for most sentences.

Use as many paragraphs as are necessary to develop your thought, but not long paragraphs. Two short paragraphs are more forceful than one long one.

A single sentence may be used as a paragraph and thus be made emphatic and outstanding. Don't make your letter long and rambling, something like "Old Man River." Keep the main thought in mind and follow through to a logical conclusion.

Don't jump back and forth. Be definite.

Keep clear of obsolete and hackneyed expressions. Instead of saying, for instance, "We should like to have you write us about this matter in the very near future," say, "Please write to us as soon as possible."

Leave out "we think," "we believe," and "we are sure." Be certain and convincing. Leave no doubt about what you think. Learn the fine art of being brief and yet complete.

Don't destroy your letter by falling down at the ending. This is the place where you hope to stimulate action. Monotonous, mechanical closings drop the bottom out of an otherwise good letter. Reflect a spirit of genuineness and reality. After you have made a sale, never talk yourself out of it. The reader generally remembers what he reads last. Here is your opportunity to make his reaction positive.

It is important that the writer develop the proper mental attitude. There must be a sympathetic realization of the problem and a desire to help.

Get out the "I's" and replace them by "you's." Take some of your incoming, or outgoing mail, and count the number of times "I" or "we" is used. Practice rewriting these letters, seeing how many of the "I's" and "we's" can be eliminated.

Avoid such words as argue, complaint, dissatisfied, mistake, regret. These are unpleasant words. Use happy words—confident, cooperate, friendly, pleasure, successful. Do not say, "we regret that this has happened." Instead, say, "We are pleased to serve you."



"ATF TYPES MAKE A HOUSE ORGAN

SPARK"

says WALTER M. CHASE



*Editor, Modern Pharmacy
PARKE, DAVIS & COMPANY*

"MODERN PHARMACY has a select but busy audience . . . the pharmacists of the United States. So, to help keep our pages fresh and inviting, we constantly vary the format and typography. The great diversity of ATF faces is a splendid aid in this respect . . . particularly Onyx, Stymie, Brush, Spartan, and Balloon, which are our frequent choice. Their fine drawing and legibility make a strong and pleasing display. They combine especially well. And their vigor and variety enable us to engage and hold the attention of our readers."

ATF

AMERICAN TYPE FOUNDERS
200 Elmora Avenue, Elizabeth B, New Jersey

You can get a copy of the ATF Red Book of types, or single page showings including complete alphabets of any faces you wish, by sending for them on your letterhead. The following are the types used or mentioned in this advertisement.

Stymie Bold
Brush **Onyx**
Spartan Black
Bulmer Roman
BALLOON EXTRABOLD

Divorce from your mind every time you write a letter—attitudes of argument, criticism, discouragement, disgust, egotism, fear, gloom, indifference, pity. Never permit your mind to get into these attitudes, because they reflect in your thoughts.

If you are angry or provoked, it is a good idea to write your letter as you would like to and get it off your mind. Then put it in your desk until the next day and rewrite it as it should have been written in the first place. You will be very glad that you did not send it the day before.

It is possible to be friendly and pleasant, even firm, without losing control of your temper. The assumption that every customer is trying to take unfair advantage of you is decidedly wrong thinking. There is a famous epigram that there is "much to be said on both sides."

Proper English and good grammar are important. There is sometimes a division of authority on the fine distinction of words. Do not be too concerned about an occasional mistake. Everyone makes a mistake now and then. The reader of a letter, however, is likely to lose interest or have some doubt about the responsibility of the writer who uses glaring errors.

Keep a dictionary and an English grammar within reach when certain words need treatment.

Don't roll into a confusion of "and's" and "but's." Too many "and's" and "but's" destroy the thought. On the other hand, properly related statements are better understood and used more effectively when made into one sentence.

Lengthy and involved sentences are confusing. Be brief, clear and concise, never rude or sharp.

Do not use pretentious or big sounding words, or language of the Amos-and-Andy style. Simple, plain, every-day English is the best. Say what you mean in unaffected language and the fewest possible words. Lincoln's Gettysburg address is one of the outstanding examples of forceful, simple language. Count how many words in this address consist of but one syllable.

Twenty to twenty-five per cent less words in the majority of let-

ters mailed each year would amount to real dollar-and-cents saving over a period of time. Planning your letter, therefore, is worthwhile.

Aside from your desire and ability to write a good letter, each letter should receive a second searching treatment during its transcription. The care with which it is typed, the arrangement, the business-like appearance, and its general set-up need specific attention. This part is played by your clerk, typist, stenographer, or secretary. Should you for any reason dictate something which may be construed differently than intended, it may be examined and corrected at this point.

Notwithstanding this, the responsibility for a real honest-to-goodness job of writing a better letter lies with the person who does the dictating. Lit Brothers made a detailed study of the outgoing mail and found some alarming situations. Aside from the fact that each person who typed letters had different ideas, the executives themselves were not so well equipped to do the job as they should have been.

Planning a Program

We realized that in an organization of this kind, whose reputation is nation-wide, the outgoing mail should be in keeping with the firm's standing. Our study revealed that the correspondence, in many cases, was not equal to what you would expect from a student who has not yet reached high school—that is, there were long and wordy paragraphs, never ending; sentences had subjects but no predicates; punctuation was atrocious. A letter embodying only one or two sentences would be written on the top of a large letter-sheet; on the other hand, a letter requiring a large sheet would be crowded onto a small sheet. Construction of the letters in some cases was so poor that it was difficult to tell which was the beginning and which was the ending.

This brought a realization that something had to be done, and done fast. The Training Department was called in and developed a "Correspondence Manual." All employees, from confidential secretary to typist, were instructed in the principles set out in this booklet, and a copy was given to each for constant ref-

erence and use. The new employees, who are required to write letters, are indoctrinated at regular intervals by the Training Department with the procedures set forth in this manual.

Just a word about what we hope will be in the very near future. Customers have learned to put up with many inconveniences because of the exigencies of war. Your letters as well as many of your other public contacts will be subject to greater examination in the postwar period. Therefore, I suggest that you revise your present letters wherever necessary and scrutinize your outgoing mail with the thought of increasing your good-will.

Most of us spend thousands of dollars through the year advertising what we sell and trying to build up good customer relations. Many of us destroy or permit destruction of good-will through thoughtless correspondence.

Sell by making your letters do the same work as your advertising.

Business is recognizing more and more the value of the volumes of written contacts which pass between you and your customers every day of each year.

I know that many of you have looked over your letters, but I urge those who haven't to go home and read the correspondence leaving your store. You may have a surprise awaiting you.

Reporter's Final Note: To that last paragraph, we say: "Amen."

Ads of a Kansas City hotel carry this message: "This hotel fully equipped with automatic sprinklers. Statistics show loss of life has never occurred in a sprinkled building; in case of fire, you may get wet, but not burned."

So one traveler wrote the following prayer: "Now, I lay me down to sleep, Statistics guard my slumber deep; If I should die, I'm not concerned; I may get wet, but won't get burned."

From Blatchford's Chips, h.m. of Blatchford's, Waukegan, Illinois.

A Report on War Activities

in NEW ORLEANS

Reporter's Urgent Note: Here is a thrilling letter from an old friend, Jules Paglin, of Retail-Direct Mail fame. Jules writes as he talks, with dots and dashes between explosive ideas. We are printing the letter just as received. Read his report . . . then show this issue to the Chairman of the War Activities Committee of your local Advertising Club. If you want to write to Jules—address him at 500 South Rampart Street, New Orleans, 13, Louisiana.

Dear Henry:

Ever since the war started I have had the same conclusion . . . anything that one does in Direct Mail seems pretty shallow compared to what must be done to sell Americans on the immediate job of winning the struggle. So (as you know) . . . because I just couldn't get any kick out of retailing, I chucked my businesses and went into O.P.A.

Since then, I have had some thrills writing copy and fighting inflation. My first thrill came when rationing came in on all foods . . . I had the fun of education for our people down here and we got a good job done they tell us. Then came the Home Front Pledge originated in New Orleans and then used nationally. As you know, we went to Washington and got it over (thanks to your inside help). It was one of the major steps in the holding-the-line fight which began in May, 1943. All real results in this inflation fight began in May, 1943, when the Home Front Pledge was first launched.

Of course all along I have been busy with War Bond Campaigns and have had the pleasure of helping in many campaigns that have proven resultful. Of course, New Orleans is lucky. We have a War Activities Promotion Fund. The subscribers to this fund make it possible to do a war job for all government agencies by furnishing advertising funds for newspaper, radio, outdoor and direct mail. No government agency like O.P.A. or the Army or Navy or War Bonds

or Red Cross have to beg space . . . we give it to them and the advertisers are relieved of this continual appeal. It has worked swell . . . and our committee does all the copy work and placing.

Recently the War Manpower Commission became disturbed about the absenteeism in New Orleans which was one of the worst in America. They called our committee and we called the war plants together and said "give us \$15,000 special appropriation and we will get you some results." They gave us the money and we have developed a campaign which I am enclosing to show you what it looks like.

(Reporter's Note: Sorry we cannot reproduce all posters and circulars. But if interested, local clubs can get copies from Jules.)

The plan of the campaign was to print posters which we have displayed all over every war plant . . . on bulletin boards, in wash rooms . . . in front of the machines . . . everywhere. The small hand bills were distributed in pay envelopes, house organs, by mail and by hand to every worker in the plants. The large poster was posted at the entrance to the plants. Supplementing all this, a copy of the hand bill (which in reality is a reduction of the newspaper ad) is run every week in all three papers on pay day. Also we made a short trailer film for the local movie houses and banged home the message in every neighborhood theater. Every Saturday over the radio we do a script show with a dramatic incident.

It's a drive, drive, drive . . . to keep the story in front of every worker . . . Stay On Your War Job . . . we even have the large colored posters on the poles on the streets in the downtown area. Well, what are results? Before the campaign started New Orleans was one of the worst cities in America . . . the absentee rate had been as high as 13% in some months. Some firms had a rate of 18%. Our first real records came in January when the

campaign had already had some six weeks trial. The absentee rate for all plants in New Orleans in November for instance was 8.5%, in October 9.2, in December 9%, in January it had dropped to 7.3%, and going down. In a shell plant they dropped from 13% to 9.4, in aircraft plant from 9.3 to 6.6, in a machine shop from 9 to 6%, in a wood plastic plant from 14% to 10.22.

We do not take credit for all of the results, but we like to feel that we accomplished some mighty fine work on the job. The Army and Navy Incentive Groups have commended us highly for our results. Incidentally, we reprinted the "TIRED . . . YOU DON'T KNOW WHAT TIRED MEANS" circular for the War Block Service, and these block leaders distributed to homes in New Orleans a total of 150,000 copies of that hand bill as a part of the campaign.

I thought that you might like to see this campaign as part of a war program that has some guts in it. It is a drive against war weariness and that tired feeling that is creeping over the people. It has its effect.

Here is a campaign that can do something. It is a constant reminder to everyone that the job is to be done . . . that there is no time to let up . . . that we are not yet over the hill. I have a few more samples of the job. I think it is worthy of every community and every war plant. We in O.P.A. can see our volunteer price panel assistants who check stores . . . getting tired . . . our Board Chairmen and our Price Panel Chairmen . . . getting weary . . . the fight against inflation is a ceaseless and tireless job . . . so is our production and our problems of the returning veterans and every other war job to be done . . . we can't quit now.

I wonder, Henry, if you could stimulate some other communities to do a similar job. Here is a wartime advertising job that you can put your heart into and your shoul-



What waste of minutes and motions!

... in ordinary office mail! Selecting the right stamp, separating it from the sheet, moistening the small bit of paper, making it stick, sealing the envelope! Small child stuff, taking up the time of skilled stenographers! Enough to make efficiency experts shudder!

... Because there is a machine that makes mailing fast and facile—a Postage Meter. It prints any kind of postage needed, fast as a fast-turning die turns—and seals the envelope. Prints a dated postmark, too; saving cancelling in the Postoffice, speeds the letter. Even prints your own private advertisement alongside the stamp, at your option... Protects postage, fool-proof, loss-proof; and automatically accounts for postage used!... Modern, mechanical—and mighty convenient, as thousands of firms now know, as thousands more will learn when war production is no longer urgent... Meantime, write for an informative booklet.



PITNEY-BOWES
Postage Meter Co.

2084 Pacific Street, Stamford, Conn.
In Canada: Canadian Postage Meters, Ltd.

der to the wheel. Advertising has this job to do... fight war weariness... it could be used to stimulate the writing of mail to the boys out there... it could make people stick it out on war jobs and not look to a postwar job that is not here yet... It's a chance for Direct Mail men to do something.

Direct Mail in the postwar period will have to be more direct... more factual... more human... more intense... more meaningful and fulfilling... I have learned in this work what it means to look for human emotions and get to human reactions. Here is something that challenges the heart and soul of every Direct Mail enthusiast... maybe we can do something... for if we don't we may be reminded... by some of our sons... lost in the wilds of a forgotten New Guinea or a far off Tarawa or a bloody Iwo Jima... as one of the ads said... DON'T LOUSE THINGS UP NOW, BUD!

Yours,
JULES.

Reporter's Final Note: Jules is SO right. We hope other communities will tackle the job. Even though the European phase of the war is over before this magazine reaches you... the job is far from over. This reporter has spent much time in Washington during the past few weeks trying to find out what is actually ahead. Very few of the "war advertising projects" will be changed materially by collapse of Germany. There is a real struggle ahead on the Pacific. The transportation problem will be even more acute. There is a real need for a promotion campaign in all communities to keep people home this summer during vacation period. The Victory Garden Campaign needs a "shot in the arm"—because thousands have given up with the "war all over feeling" (my own neighborhood is a disgrace) and the facts are that the food situation will be worse instead of better. Many forces are at work to break down the Anti-Inflation Campaign, when it will be even more important after the fall of Germany. The 7th War Loan Drive comes in May (14th) and many are fearful of results because of War Weariness. Hell, yes... there's a job to be done. And advertisers must help.

THE REPORTER

The Needs of the MARKET

*Taking the Industry
into our Confidence*

THE most important factor influencing the truly new graphic arts equipment of the future will be the actual requirements of the market. Basically the postwar market will be the composite needs of each printer and lithographer.

The evaluation of present equipment in plants (its type, its condition) in terms of the printing buyer's needs is fundamental. As equipment manufacturers, we gather the information for an over all viewpoint and appraise it in the light of our knowledge and past experience.

To ascertain the immediate postwar needs of the market, the Harris-Seybold purchase proposal program was inaugurated over a year ago. The information compiled from this survey will enable us, when the time comes, to do our planning and manufacturing, based on facts — not on mere opinions. Similarly, extensive product and market studies have been made to tell us the needs of the market in the long range postwar period.

New Harris-Seybold equipment will be released when product developments have been proved and market needs clearly established.

HARRIS • SEYBOLD • POTTER COMPANY

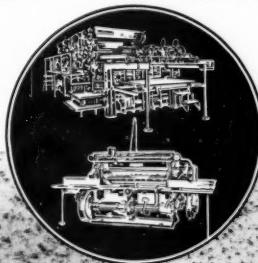
HARRIS DIVISION
CLEVELAND 5, OHIO

Manufacturers of
OFFSET LITHOGRAPHIC • LETTERPRESS AND
GRAVURE PRINTING MACHINERY



SEYBOLD DIVISION
DAYTON 17, OHIO

Manufacturers of
PAPER CUTTERS AND TRIMMERS • KNIFE GRINDERS
DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS



Notes from a Mail Selling Scrapbook

By JAMES M. MOSELY
of Boston, Mass.

Postwar changes will be coming with such breath-taking speed that Direct Mail will have to be relied upon for a great deal of the immediate "spade work" during the several years after victory in Europe. That is the opinion of Howard Korman, President, Direct Mail Advertising Association, and Vice President, McCann-Erickson, Inc., advertising agency, expressed on March 27th at Direct Mail Day, Advertising Club, Boston.

There won't be time to organize "merchandising" and to do the many things which are customary in a more stabilized economy. Therefore, Direct Mail with its speed, flexibility, and selectivity, will be a "task force" to get new customers, to produce immediate business from old customers, to get dealers and jobbers, etc.

SPEED OF ACTION in the race for markets!

That will be the reason for a big jump in the use of Direct Mail during the competitive period of change ahead!

The shortage of merchandise offers a seldom-equalled opportunity for those who have, or can devise having, a stock to sell to retailers. A Direct Mail story to the right dealers is sure to be read and will land orders.

One mail order company has built a \$150,000 annual business largely this way, through the cleverness of the owner in originating items which are "different" and which can be made now.

That card which acknowledges orders which you receive . . .

How recently have you studied it to put more friendliness, good will and personality into it—and to save correspondence?

Most such cards were planned long ago and haven't been revised lately.

But the right kind of "thank you" at the time of sale is worth all the study which you give it!

After responding to an advertisement, I had a recent call from a salesman to demonstrate a new piece of equipment which can be delivered now.

The salesman used real salesmanship, old-fashioned courtesy and patience all the way . . . so rare as to be refreshing. He sold the equipment, serviced it cheerfully and completely won my good will for "more of the same" for the future (plus enthusiastic recommendation of it to business friends).

I wonder if more Direct Mail and letters couldn't carry out that spirit with great immediate, and especially later, dividends!

Earle Buckley of the Earle A. Buckley Organization, Philadelphia, who sold over four billions in bonds by scientific Direct Mail before the war, now is counseling the Bureau of the Public Debt, Chicago, on how to write letters to hold the good will and interest of the public on bonds and other securities after they are bought.

Over 60,000 letters a month are handled by this department. Earle has shown the city employees the importance of prompt handling, clear and correct answering of questions and building the maximum good feeling. Some of the letters received in response have been highly complimentary.

Here's a job on which all government, and all business, can do much more!

Correspondence supervision is probably the most neglected subject in the average business—and its lack continues to be one of the most costly drains and "brakes" on large and small companies.

Reporter's Note: See Wolfinger speech on page 3, this issue.

The drastic drop in customer loyalty to brands of automobiles, discovered in a survey by a leading middlewest research organization, has been challenged by the customer survey man of General Motors.

But inability to buy a favorite brand and long wrestling with an improperly serviced product are bound to breed disillusion. Intensive reselling will be necessary when brands are available again.

However, those who bought before, even though not entirely happy, should continue to be a first-choice mailing list for cultivation.

For splashes of color, nothing can equal the literature used by those who cater to the mail order Negro field (very active at the moment).

The outside envelope used by VALMOR PRODUCTS, Chicago 16, (Ill.), one of the largest, is red and yellow. It features "big money easy" for agents.

The catalog is equally colorful.

A slip enclosed makes it clear that no order will be shipped without a deposit. An order blank with "wholesale" prices, much like the famous old Larkin orders you sold as a youngster, makes it easy to buy.

Extra goods are sent, figured at suggested retail prices, to the tune of about 10% on orders for \$3 up.

The double or triple card is a low cost unit for mailing. It is effective if utilized to advantage. It may be used in large volume without "breaking the bank." Shouldn't it have more study?

Reporter's Note: You should see, Jim, what **The Reporter** circulation office does with a single postcard. Sales appeal and return order form all for a penny, and it works.

The stunt of attaching an actual unused 1c stamp and building the caption, the opener and the close of the letter around using the stamp to mail back the enclosed order card . . . continues to "deliver" for WILLIAM H. WISE & COMPANY, McGRAW-HILL PUBLISHING COMPANY and others.

Perhaps you should test it!

Collections by mail are good right now, but there's no limit to the ingenuity which can be used to make a mail collection system varied and attractive.

One mail seller found his customers so fascinated that they waited to get the entire series before paying. He, therefore, offered to mail them the whole set if they'd pay early in the series.

To know better what people actually are like . . . get and read the new book, "Lower Than the Angels," by Walter Karig (Farrar & Rinehart, \$2.75). It's a story of a supposedly U. S. "Average Man." The hero . . . Marvin Lang, son of a Staten Island butcher.

His life in running his delicatessen after the last war, his love adventures, his smugness, ambition, calculating quality, spiced with Karig's humor, make him a very interesting super-Babbitt character (even though one with less than average soul).

For entertainment and for visualization of a type of person to whom much Direct Mail has to be written, you'll find this book quick to read before warm weather "gets" you.

ANOTHER I.Q.

Here's another that will keep you out of mischief while you are trying to work out the solution.

Re-arrange the letters in the two words "NEW DOOR" and make one word out of it. (Be careful now, this is the trickiest thing you ever tackled.) See answers at bottom of Page 25. Don't peep, work it out first.

From: Fetter Pippins, h.m. Fetter Printing Company, Inc., Louisville 2, Kentucky.

THE REPORTER

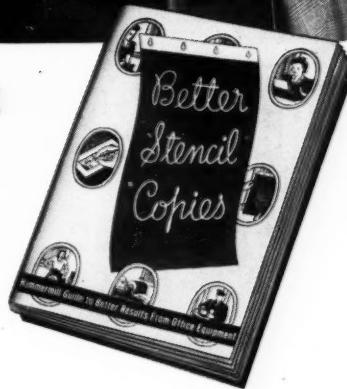
If you want clearer, sharper stencil bulletins . . .



Send for this free book

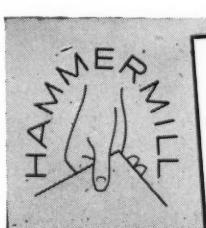
IF YOUR STENCIL MESSAGES are not clean, clear and sharp, the kind that invite reading and get results, let us send you Hammermill's helpful idea-book, "Better Stencil Copies." Ask your stenographer and stencil machine operator to read it. It will guide them through every step with tips, tricks and devices gleaned from the experience of scores of experts. They're all practical suggestions. You can use every one.

Be sure, too, that the paper you use for your bulletins makes read-



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BUY WAR BONDS AND KEEP THEM



Hammermill Paper Company
Erie, Pennsylvania

Please send me—FREE—a copy of the Hammermill book "Better Stencil Copies."



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RDMA-MAR

THIS May Be The ANSWER

On the next four pages, we are reproducing exactly as published, the March 31st issue of **The Propaganda Battlefront**, a relatively new semi-monthly mailing piece with a purpose.

If you examine the masthead, you will see that *this reporter* is listed as one of the editors. And it means just that! Read **The Propaganda Battlefront** carefully, and you will understand what we are trying to do.

Here's a short and somewhat personal explanation. I've been urged many times, especially since the publication of "Black Mail," to start a new publication devoted entirely to subversive activities in the mail. A personally operated venture of this kind, however, would not be effective.

The most logical solution seemed to be a joint activity with an already-established, fighting organization which was devoted exclusively to the preservation of Democracy. The organization had to be non-sectarian, non-political . . . so that any one, of any faith, could follow or join-in with its work. We knew from thousands of contacts throughout the country that many people wanted one single source of information which would keep them up to date on subversive or undemocratic activities (largely carried on by mail or printed literature). We also knew that in order to counteract the flood of disruptive propaganda, "our side" needed a publicity weapon . . . a "package" of information which would reach out to thousands (possibly hundreds of thousands).

So, the Friends of Democracy and **The Propaganda Battlefront** seem to furnish the answer.

The Battlefront is being published twice each month (the middle and the end). It is built on the structure of a former bulletin issued to F.O.D. contributors during past two years. It is being produced on a subscription basis so that it pays its way . . . and so that those who read will appreciate it more because

they paid for information. People are funny that way.

Subscriptions are being obtained by usual, professional Direct Mail methods. Test letters and cards are pulling well.

The format is simple. The material is boiled down to essentials. It is authentic and absolutely reliable. Every issue will carry latest developments plus two complete condensed reports on the most important centers of activity. Although only five issues have reached their marks . . . results are already evident. Newspapers are picking up the copy . . . AND the disruptors have begun to attack.

From now on, *The Reporter* will carry the positive, creative Direct Mail material . . . while *this reporter* will devote his "spare time" to helping the Friends of Democracy uncover, prepare, publish and promote the accurate reports on Black Mail.

Some of our friends may question: "Why start such a thing **now** . . . when the war is nearly over, when the Nazis have been wiped out, etc?" The answer is simple. The fascists have set a pattern for disruption. That pattern is firmly established here. The end of the war will not see the end of the profascist, nationalist campaign. The men who want "chaos" will attempt to wreck the peace, to stir up racial and religious conflict, to undermine Democracy. I honestly believe that the worst part of the fight is ahead of us.

So naturally, I recommend this publication, **The Propaganda Battlefront**, to those readers of *The Reporter* who want to keep up to date on the dangerous battle of the mails. Your subscription should be sent direct to the Friends of Democracy at 137 East 57th Street, New York 22.

Incidentally, on a recent test letter, nearly 50% of those responding sent in **more** than the \$3.00 annual subscription price—asking that the excess amount be used for the other work of F.O.D.—such as research,

library, special reports, publicity, etc. Not bad!

I would appreciate it very much if some of you would help in getting **The Propaganda Battlefront** better known. Tell your friends about it.

H. H.

SPEAKING OF COLLECTION LETTERS . . .

A billing clerk in the classified advertising office of the Tucson, Arizona Daily Star wrote this on an overdue statement:

We hope you found your dog; also we hope you pay this bill.

The payment came in, with this note:

We hope you're glad we finally paid this and hope you're not mad at us for overlooking it so long.

P.S.: We found the dog, but are sorry we did. She brought home four more. Your ads sure bring results. Do you want a little white pup?

(From Editor and Publisher and reprinted in The Wolf Magazine of Letters.)

ANOTHER TRICKY COLLECTION LETTER

Dear Mr. Hoke:

You may be interested in this collection letter:

Dear Mr. (fill in):

There was a letter from you in the mail today but it was lost before it was opened. If it contained a check will you please stop payment and send us a new one, and if the original check turns up we will return it to you for cancellation.

Cordially yours,

It came to me a few days ago from a friend. I thought it was good and passed it on to you.

Albert A. Steer
P. O. Box 331
Ancon, Canal Zone

Reporter's Note: Not bad. But wonder how it works.

THE

PROPAGANDA BATTLEFRONT

Published twice a month by FRIENDS OF DEMOCRACY, INC.

at 137 East 57th St., New York 22, N. Y. Midwest Office—Suite 504, 818 Grand Ave., Kansas City, Mo.

Edited by: ANNE SIMMONS, L. M. BIRKHEAD, HENRY HOKE

\$3.00 per Year

VOL. III

303

March 31, 1945

No. 6

Launches New Crusades

Gerald L. K. Smith, replete with body guard, police escort, and persecution complex, invaded Chicago this month.

About 1,000 America Firsters gathered at the Plasterers Benevolent and Protective Association (A. F. of L.) Hall to cheer the Detroit rabble-rouser. Smith denounced communism, Roosevelt, Winchell, Dumbarton Oaks, the Yalta conference, and "internationalism."

Outside in the rain, teen-agers from the Boys' Brotherhood Republic picketed with signs: "Don't Double Cross Our Boys Who Crossed the Rhine," "Hitler Wants Disunity, We Want Victory," "Let's Keep Hitler's Ideas Out of Chicago."

Chicago, for Smith, was a testing ground of his strength and his opposition. There he confirmed a number of his opinions: (1) he can still draw crowds; (2) he has formidable opposition, and (3) he's good at getting newspaper publicity.

With confirmation under his belt, Smith is ready to launch half a dozen new crusades. He has been running to Washington to confer with friendly Congressmen. He has nine trusted men in the capital who will help bring about a "nationalist" revival in America.

Smith's current activities and plans include: (1) a "nationalist" lobby in Washington, (2) a Nationalist Service (N.N.S.) for newspapers and periodicals which like to give their stories the "nationalist" slant, (3) a weekly newsletter on "nationalist" activity to be mailed from Washington, (4) a Nationalist Book Club, (5) "nationalist" meetings to be held all over the country, and (6) a National Emergency Committee "designed to educate our Congress concerning this crisis."

Smith's danger lies in his ability to wed the "respectable" with the unrespectable. In Washington he hobnobs with Congressmen. Back in Detroit he works with his National Emergency Committee which includes on its board two alleged seditionists and a large assortment of the most violent pro-fascists in the country.



The Chicago Tribune, nettled by attacks on its pro-fascist policy, recently ran the cartoon above. The three pictured here are L. M. Birkhead, National Director of Friends of Democracy, Rex Stout of the Writers War Board and President of F. O. D., and Marshall Field, publisher of PM and the Chicago Sun. (For background data on Tribune, see next issue of BATTLEFRONT.)

Abuse Franking Privilege

Agnes Waters, the most violent of the pro-fascist "mothers," has been using the Congressional frank of J. Percy Priest of Tennessee, Charles L. Gifford of Massachusetts, and J. J. Mansfield of Texas to send out, postage free, official casualty lists published by the War Department.

Mrs. Waters is notorious for statements like this: "IMPEACH THE PRESENT COMMANDER-IN-CHIEF Mr. Franklin D. Roosevelt who is a traitor! . . . when I am President, I shall arrest, and hang for TREASON any bureaucrat . . ."

One of Mrs. Waters' followers says the "mothers" are to write to the nearest kin of the casualties saying "the war was brought on by the Jews."

Surely Congressmen Priest, Gifford, and Mansfield do not agree with Mrs. Waters. But how did she get their franked envelopes? And the official casualty lists? Mrs. Waters' daughter is alleged to be a WAC who works for the War Dept.

F.F.E. BACKS AMVETS

Reactionary and pro-fascist organizations are out to recruit war veterans into their ranks. The latest to appeal to veterans is Fight for Free Enterprise of San Antonio, Texas. In mimeographed letters and in its news bulletin, F.F.E. is plugging hard for AMVETS (American Veterans of World War II). As revealed in the BATTLEFRONT of February 15, F.F.E. advocates "Nationalism—with a large capital 'N.'" It favors continuation of the poll tax, disenfranchising federal employes, and elimination of Negro vote in Democratic primaries.

CATHOLICS SLANDERED

Sword and Shield, Fundamentalist paper published in Portland, Oregon, is busy attacking Catholics. L. J. King, Ohio correspondent for the paper, intimates that each "high mass" is a "drunken spree," and says that he has "plenty of this stuff" on "Popery." Books advertised in *Sword and Shield* include *Secret Confession to a Roman Priest Exposed*, *Convent Horror*, and *The Roman System of Religion*. (For background information on anti-Catholicism, see the next issue of the BATTLEFRONT.)

1,000,000 "NATIONALISTS"

According to the *Gaelic American*, the American Nationalists now have "units in 48 states" and "can boast of over a million members." This group, exposed in the BATTLEFRONTS of February 15 and 28, is headed by Robert Rice Reynolds, and officially will adopt the title "Nationalist Party," during the next few months. No doubt the "boast" of "over a million members" is an exaggeration. Reynolds, however, is doing very well by himself. He has the cooperation of several of the largest newspapers in the country—the New York *Daily News*, the Chicago *Tribune*, and the Hearst press.

A REPORT ON WE, THE MOTHERS, MOBILIZE FOR AMERICA, INC.

(The last issue of the BATTLEFRONT reported on the current activities of We, the Mothers, Mobilize for America, Inc. Following is background information on them—showing their attempts to stop the war now and their general fascist leanings.)

Chicago, which is the center of much of this country's subversive activity, is the home of America's foremost bogus "mothers" group, We, the Mothers, Mobilize for America, Inc. Mrs. Lyrl Clark Van Hyning, the president of the organization, has been active ever since the notorious March on Washington in 1941 to defeat Lend-Lease and impeach President Roosevelt. This venture was organized by the indicted seditionist Elizabeth Dilling, whose violently anti-Semitic book the *Octopus* has been a long time favorite of both foreign and American fascists. We, the Mothers, Mobilize for America, Inc., claims one thousand members in the Chicago area alone; and at one time claimed to speak for 150,000 American mothers. Their office staff, however, is composed entirely of volunteers who put out the group's monthly newspaper, *Women's Voice*. The paper specializes in bitter damnations of the President of the United States and allied leaders. It calls for an immediate negotiated peace. It rebukes the Jews, sometimes calling them Jews, sometimes referring to them as "International Bankers." Lately Mrs. Grace Billings has replaced Mrs. Grace Keefe as Secretary.

In 1941 Mrs. Van Hyning, who is said to underwrite any deficits which the "mothers" may incur, sent letters to the nearest relatives of American sailors who had been killed in pre-Pearl Harbor encounters with German submarines. To the dead men's families she wrote: "In the name of Justice, we ask you to call to account the real murderers of your loved ones, the man who violated the Constitution of the United States by sending him into the war zone. . . . We beg you not to be deceived by propaganda into blaming a foreign power." This letter was so vicious that the late Col. Frank Knox, then Secretary of the Navy, published it with a condemnation stating that this was part of an organized scheme to cripple morale on the home front and among our fighting men.

On June 12, 1944, the "mothers" staged their Women's National Peace Convention. Delegates attended from forty of the forty-eight states. A resolution was passed plugging nationalism, damning internationalism, calling for an immediate end of hostilities. The undercurrents present during this convention were extremely vicious. Anti-Semitic literature was widely distributed. One piece, written by George T. Foster, Director of

Women's Voice

CHICAGO, IL, THURSDAY, APRIL 27, 1944

No. 1

PEACE CONVENTION

'In God We Trust'

WOMEN'S NATIONAL
AND PEACE CONVENTION

IN CHICAGO

Christian Mo-

ther's Mobilize for

America, Inc.

CHICAGO, Ill.—Christian Mo-

ther's Mobilize for Amer-

ica, Inc., held its

annual meeting in

Chicago yesterday.

The mothers are orga-

nized to demand a nego-

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and to denounce the

"international bankers."

They also demand

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A REPORT ON THE REVEREND ARTHUR W. TERMINIELLO, M. A., LL. B.

(The last issue of the BATTLEFRONT reported that Terminiello is acting as Secretary of the Union of Christian Crusaders. The following article presents a more complete report on the man and what he stands for.)

The Reverend Arthur W. Terminiello, M.A., LL.B., is the self-appointed saviour of the southern sharecropper. Tied up with his humanitarian motives are his associations with the subversive elements of America. At present he stands a very good chance of incorporating into his following the former fans of Father Coughlin, which included Protestants as well as Catholics. (See PROPAGANDA BATTLEFRONT for January 31, 1945.)

Terminiello first achieved publicity when his newspaper, *Rural Justice*, was advertised in the *Malist*, violently anti-Semitic, anti-Protestant, anti-Masonic paper of F. H. Sattler. The ad was carried in space which formerly had been titled, "THIS SPACE WAS RESERVED TO ADVERTISE SOCIAL JUSTICE UNTIL IT WAS BIDDLED AND BECAME A VICTIM OF UN-AMERICANISM." The profits made on this paper, the ad stated, were to be used for the religious and humanitarian work of Terminiello.

Rural Justice, of which Terminello was publisher and E. H. Traywick managing editor, was published monthly at 320 So. 3 Notch Street, Troy, Alabama. Promotion for a forthcoming stock sale to raise money for Terminello's proposed cooperative village, a half page ad for more subscriptions, and articles on the importance of religion were combined with condemnation of the government and the British, and many fan letters praising the paper and comparing it to *Social Justice*, Coughlin's banned newspaper.

In reference to the British, *Rural Justice* said, "CIVILIAN TRAIN STRAFED BY R.A.F. . . All of which proves that Hitler has no monopoly on murder and wickedness." Here are some of the opinions expressed by *Rural Justice* readers: "In your prayers do not forget Father Coughlin whom a great many still love and would like to hear from again." "I do hope your magazine will continue as I think it is next to *Social Justice*."

On June 19, 1943, Terminiello sent out letters announcing that he was discontinuing the publication of *Rural Justice* for the duration "due to unavoidable obstacles." For a little over a year Terminiello remained silent, kept to his parish.

In 1944 Terminello changed his address to Box 556, Huntsville, Alabama, and started once again his outpouring of speeches and articles. The item best received was a sermon called: "THE CROSS OF WAR. Is it Due to Stupidity or Cupidity?" The speech was read at a meeting of the Constitutional Americans by the head of that organization, George

Stalin for Hitler, of Communism for Nazism?" In the conclusion of his speech Terminiello concisely states his attitude: "More important even than victory is to stop that slaughter as soon as possible."

stop that slaughter as soon as possible.

Terminello is also Secretary of the Union of Christian Crusaders. This group is sponsoring a "Christian Crusade" which is described as a "'Movement' and not a political party." Announcement of the formation of this group was carried in the *Crusader*, which appeared in newspaper form but was undated. It carried a reprint of "THE CROSS OF WAR," excerpts from "SANTA CLAUS OR CHRIST, The Call for a Christian Crusade," the "aims" and "immediate objectives" of the Union of Christian Crusaders, and an isolationist article by Earl Southard who was a great favorite of America's white-bearded fascist, William Dudley Pelley, now serving time in jail convicted of sedition. Among the "aims" and immediate objectives of the "Crusaders" are: 1. "Peace now—by negotiation if possible," 2. "Punishment for those guilty of promoting the so-called 'Sedition Trial' and restitution to those who suffered persecution in this travesty on justice."

"SANTA CLAUS OR CHRIST, The Call for a Christian Crusade" claims that we are playing Santa Claus to the whole world. It says: "Please God we can avoid the tragedy of discovering that we have been financing a German-Russian-Japanese coalition. If this is so, millions of our MEN ARE ALREADY TRAPPED IN EUROPE. Certainly this is a possibility, or how can we explain the lull on the Eastern front? Is it not possible that the German troops now occupied in the offensive in Western Europe were conveniently liberated from service on the Eastern Front?" This speech was the Christmas Eve sermon of Terminiello; it was broadcast over radio station WBHP.

"THE DOUBLE DEAL Steps to the Cross of WAR" is a one page diagram which intimates that Roosevelt was responsible for Pearl Harbor. Nine addresses, broadcast by radio station WBHP, delivered by Terminiello, have been published under the title, "Our Victory." He speaks in one speech of the "cross-shunners" saying: "A small group of cross-shunners has for many years now been concocting plans for world domination. By means of such nebulous ideas as world federation, world police, and world bank, every incompetent crackpot with ambitions for unlimited world power is preparing to share in the enslavement of the peoples of the world even though this means the perpetual embroilment of our nation in the wars and intrigues of Europe and Asia."

PROPAGANDA BATTLEFRONT

News Flashes

THE DEPARTMENT OF JUSTICE, rumor has it, will reopen the mass sedition trial within the next few weeks. Reports on the number to be included vary, but it is agreed that "not more than half" of the 26 will be retried.

NEGRO AND WHITE INFANTRY-MEN are fighting shoulder to shoulder in some infantry divisions of the First United States Army on the Western Front, according to a recent article in the *Stars and Stripes*.

HAMILTON FISH'S farewell to Congress still is being mailed out in the franked envelopes of Congressman Harold Knutson of Minnesota. Many copies, franked by Knutson, are being distributed in the up-state New York district formerly represented by Fish. Augustus W. Bennet now represents this district, and it is he, not Fish, who is entitled to correspond with residents, postage free.

LOTTIE HOLMAN O'NEILL, Illinois "nationalist," introduced into the Illinois State Legislature a resolution calling on the United States to drop the "unconditional surrender" slogan.

GEORGE VOSE, leader of Gerald L. K. Smith's veterans' group, is making speeches for the Farmers Guild. The Guild is led by Carl Mote.

L. L. MARION, Fundamentalist friend of Gerald L. K. Smith, runs a weekly radio forum.

CONYERS NEWS and ATLANTA CONSTITUTION have attacked the Commoner Party of Conyers, Georgia. This Party is anti-Semitic and anti-Negro. "The city of Conyers has no room for such an organization," the *News* declared.

STALIN MAY BE for "Russia First," and Churchill may be for "Britain First," but Edward Lodge Curran, self-styled "American Nationalist," is for Ireland first. In a recent speech before the Ancient Order of Hibernians, Curran pled with his followers to be for "America First." Each of his concrete suggestions, however, was for the benefit of Ireland.

RAISED EYEBROWS DEPARTMENT: A semi-official newspaper in Franco Spain this month attacked Japan and the "yellow peril," which it called a "threat against our type of civilization."

SENATOR VANDENBERG'S new "internationalism" is making him extremely unpopular with the pro-fascists. "A bogus statesman," Carl Mote calls him, "No More! No Less!"

FRIENDS OF DEMOCRACY, Inc., is a non-sectarian, non-partisan, non-profit organization founded in Kansas City, Missouri. Since 1937 it has been exposing subversive movements in this country, and its files on un-American activities, built over a period of seven years, are among the most nearly complete in the United States. It is supported by the voluntary contributions of its numerous friends throughout the country. The PROPAGANDA BATTLEFRONT is only one of the many functions of the organization. Subscription to the BATTLEFRONT is \$3 per year, 24 issues. Will you please tell your friends about this method of keeping up-to-date on what's happening on the propaganda front?

NATIONAL UNION FARMER, organ of the Farmers Educational and Co-Operative Union, last month attacked Vance Muse and his Christian American Association. The farmers must not be tricked into fighting labor, the paper said.

ALFRED J. DICKINSON, pastor of the First Baptist Church, Mobile, Alabama, and the *Alabama Baptist* are attacking anti-Semitism. "Christianity pioneered for Hitler when it condoned German anti-Semitism. Without anti-Semitism there might have been no Hitlerized Germany today," the Baptists say.

NEW YORK UNIVERSITY has removed all questions pertaining to religion and race from its application-for-admission blanks.

MARTHA C. HUBBARD of Mothers of America is pamphleteering again. She doesn't like the war, Republicans, Democrats, and "internationalists."

EUGENE TALMADGE, the Georgia Ku Kluxer, is threatening that our streets and roads "will run red with blood." This will happen, Talmadge says, if the "do-gooders" don't quit trying to "uplift" the Negroes.

JOHN R. IRWIN of Sandersville, Georgia, is crusading against the "Negro-uplifters" too. He says he's out to preserve the "racial integrity of both the White and Negro races." In this connection, he wants to enlist the aid of both the D.A.R. and the U.D.C. (United Daughters of the Confederacy).

KARL H. VON WIEGAND, Hearst correspondent in Madrid, writes: "With the impending collapse of Germany and her destruction as a dam against Communism, Spain and Portugal, a thousand miles to the west, become the next barriers to the onrushing Red tidal flood."

EDITORIALS FOR REPRINTING

NOTE: Each issue of the PROPAGANDA BATTLEFRONT carries a short editorial by a well-known writer dealing with the fight for democracy. Subscribers to this bulletin are urged to pass these editorials to newspapers and magazines—suggesting that they be used as is or revised to fit local conditions.

THE DRAFT DODGER

By ANNE SIMMONS

Editor of the PROPAGANDA BATTLEFRONT

A 22-year-old soldier, now fighting on the Western Front, recently wrote this letter to one of my friends:

"There was an empty bed in our hut the other night. I hadn't known him very well, as he had moved in only a week before. It was hard for me to realize that he had done more than go on furlough, which is quite possible since nine 'chutes were seen to open as the plane went into a dive over France.

"Mike was his name, and he was a co-pilot. He belonged to the race which Hitler told us is inferior, which Nye has discovered to be the cause of all our troubles, which Coughlin has told us it is the duty of Christians to stamp out, and which most of the people who 'count' in America will tell you has evaded war responsibilities and dodged the draft en masse. All these charges are of course irrefutable, but particularly the one concerning draft dodging. The Jews have a genius for finding themselves safe and sheltered jobs, such as flying crew positions in the Eighth Air Force. I can verify that from what I know about our own squadron, in which 12 per cent of the pilots, 6 per cent of the co-pilots, 30 per cent of the navigators, and 20 per cent of the bombardiers belong to the tainted race (whose population is just over 4 per cent of America's total).

"So Mike went down, and no doubt at the very moment that his plane caught fire, some sturdy defender of the American way of life was urging that people of Mike's faith be 'suppressed.' If I had been Mike I would not have had the heart to go on fighting after reading the Chicago Tribune or hearing of Rankin's Jew-baiting on the floor of Congress last month. But he kept going in the hope that decent Americans would win out in the end."

All America should know about Mike and the thousands of "Mikes" just like him. Through knowing and respecting him we can make sure that those "decent Americans," in whom he had so much faith, actually will "win out in the end."

Speaking of Questionnaires Again.
Here's how Bob Hill of Bakers' Helper, 330 South Wells Street, Chicago 6, Illinois gets lively material and facts for his readers. The following is typical of a special monthly letter:

Dear Subscriber:

Your answers on the enclosed post card will help provide accurate information to bakers on a very important subject.

Each month BAKERS' HELPER asks a selected list of representative bakers to help present the facts concerning one of the pressing problems our readers are facing today.

Your answers are kept confidential and anonymous. You need not sign your name unless you wish. When your statements have been tabulated with those of other bakers, the combined result will appear in BAKERS' HELPER for the benefit of all our readers.

So, while you have it before you, will you just check off your answers on the card and drop it in your next mail?

Thank you for this courtesy.

"Helpfully" yours,

R. E. Hill.

P.S. What questions would you like to see answered by bakers in the future?

The return Questionnaire is printed and addressed on a penny Government Post Card. Copy reads as follows:

To Editor, "Bakers' Opinion Poll"

As to the hiring of discharged war veterans, the experience of this bakery, to date, is as follows:

- Have already hired one or more.
- Had no opportunity to do so.
- Would like to do so right away.

My Business Is

- Retail
- Wholesale and Retail
- Wholesale
- House-to-House

Wanted for the following jobs

1.
2.
3.

Results are reported as excellent.

THE REPORTER

Now is the Time to PLAN Your Postwar Printing

Here is a good down-to-earth article on an important subject. We take it from March issue of News Letter, house magazine of Howard Smith Paper Mills, Limited, 407 McGill Street, Montreal, Canada.

Unless there is a drastic change in general conditions, it is altogether likely that there will be quite a scramble for printed material soon after V.E. Day. First there is apparently a considerable depletion of stocks of standard printed material, especially of the sales promotion or advertising variety. Secondly, many industries are considering substantial increases in their use of such material to promote both old and new products. Against this backlog of demand we find the capacities of the graphic arts industries suffering from lack of manpower and shortages of materials. From what can be seen now, these conditions are likely to continue for some time after the close of the European war, as it will take time for printers to assemble trained workers, while new productive machinery must await the reconversion of the machinery plants, which certainly can't be done overnight. Likewise, paper makers in Canada must wait until there is a full complement working in the woods and until they can get other manpower, supplies and machinery, before they can reach full production. In addition the amount of paper available to the domestic market will be dependent on how much Canada must export to the United Nations or occupied countries. As their cupboards are practically bare, we must expect a continued heavy demand for at least two or three years after the war.

Avoid Disappointment

In general, then, we may well anticipate that for some time to come the demand for printed products will be greater than capacity to supply. Under these conditions, it will be most difficult to obtain printed matter on short notice and anyone who waits until the last minute to place orders is likely to be disappointed. It would seem advisable, therefore, for users of printed material to plan their printing requirements now and complete as much of the preparatory work as possible. The more copy, artwork, photos, engravings and typesetting that are done now, the less the rush later on.

Here is an outline of a plan which should appeal to both buyers and suppliers of printed material as it enables buyers to get started on their planning now and enables printers to render a service to their customers, which will help cement relations in the postwar period.

How to Plan Now for Tomorrow's Printing Needs

1. Assemble all the standard printing in use now or previously used such as letterheads, invoices, office and factory forms, labels, sales promotion literature, catalogues, bulletins, price lists, package inserts and the like.
2. Analyze them carefully as to the desirability of changing their styles, design, size, etc.
3. If no change is indicated, calculate probable required quantities and inform printers well in advance.
4. If change is desired, start now to write copy and assemble necessary artwork, photos, etc.

5. For new products begin to assemble basic data now, such as: what quantity and style of literature is required to promote product through the expected merchandise channels, copy features, photos, etc. Keep each item of production as far up to date as possible.

The above five points may seem elementary and obvious and would be good practice at any time, but too often such things are left until the very last minute, and most jobs seem to acquire a "Rush" label. The best advice today is not to count on the printer's ability to produce rush work for some little time to come. Willing or not, he will have such a backlog of work that he can hardly be expected to push your work ahead of others. By getting the printer interested in your future work now, you more or less reserve a place on his future manufacturing schedule. So plan now and get your printing on time in the busy period ahead.

Postmaster: "I'm sorry but I can't cash this money order for you unless you have some identification. Have you some friend in camp?"

Private: "Not me. I'm the bugler."

*From The Howe Fulcrum,
h.m. of the Howe Scale Co.,
Rutland, Vermont.*

A Salute to TWO Members of Congress!

For the Proper Use of the Franking Privilege



For a number of years, this reporter has nagged members of Congress about the improper use of the franking privilege. We have exposed the misuse of the frank for Nazi propaganda in articles and in the book "Black Mail."

Senator Wheeler, at one time, made the ridiculous charge that because I was a "Direct Mail Advertiser" I opposed the use of the frank. In scores of talks with members of Congress, I have tried to explain how I felt about the frank . . . how I believed it should be used for keeping constituents informed of the job and work and activities of their representatives.

Now it has happened! Two members of Congress are using the frank perfectly. And I am so glad that I can praise these particular two . . . without fear of being accused of partisanship. Because one is a Republican and the other a Democrat. Both replaced the two worst misusers of the frank in Congress.

So . . . to Augustus Bennet (New York Republican) who defeated propagandist Ham Fish and to Emily Taft Douglas (Illinois Democrat) who defeated propagandist Stephen Day . . . a sincere salute for the job they are doing.

Both have started a semi-monthly or monthly report to newspapers and key constituents mailed under the frank. The material doesn't go outside the constituency. The material

is paid for out of the Congressman's budget or pocket. No outside angels. The material is written in conversational, honest, straight-from-the-shoulder tone.

I've checked into the mailings and the response. I'm satisfied that if all Congressmen did likewise, there wouldn't be so much trouble or criticism . . . about the franking privilege.

Because most readers of *The Reporter* have followed the fight against franking misuse, I want you to see the first releases from the Douglas and Bennet offices.

Mrs. Douglas attached a small 4 $\frac{1}{4}$ " x 5 $\frac{1}{8}$ " memo to her first multi-graphed report. It reads:

MEMO from the office of

**EMILY TAFT DOUGLAS
Representative-at-Large, Illinois**

This is my first report to friends in Illinois. In the future I hope to send out semi-monthly letters which will be carried in some of the state newspapers, and will be used for reference on congressional matters by individuals.

Because of paper shortage I shall not want to have a larger mailing than is useful. If you would care to be on such a list would you therefore let me know by returning the enclosed postcard.

The report reads:

WINDOW ON WASHINGTON

A friend from Springfield dropped in at my office the other morning for tickets to the House Gallery. Since a visit with anyone from Illinois is always welcome, we chatted for a while in front of my window which overlooks the dome of the Capitol. "And what" she wanted to know, "have been your big moments since you have been down here as Representative at Large?"

My thoughts leaped back through the first two months and settled on a few incidents which overshadowed the bustling routine of everyday. Washington gives a ring-side seat on the world at war and to hear and see world affairs through the eyes and ears of Congress is a tremendous experience.

Because war sets the pace today and decides the destiny of our nation, it was a morning early in January



which struck the keynote. At that time General Marshall and Admiral King made an extended and confidential report which unfolded the full sweep of our efforts. They packed into two hours the epic story of our land and sea forces, the growing momentum of our striking power and the mounting need of supplies. Their account of our program against the enemy left most of us with a sharpened will to finish this business as rapidly as possible. If we must have war, we are blessed to have commanders such as General Marshall and Admiral King. Like most great men, they are direct and quiet-spoken. They have strength based on power to grasp and interpret an infinite number of details. In both you recognize integrity and keen intelligence.

The counterpart of this day came some weeks later on March 1 when one of the three architects of a new plan for peace gave his first hand account to Congress. As the President reminded us, "the fruitfulness" of the plans laid at Yalta depends in large measure on the acts of Congress.

An earlier memorable morning was one of sleet and snow. My young daughter and I stood with the crowd before the south portico of the White House and heard the brief ceremony which has been repeated some forty-odd times. Not being a people of many traditions, the inaugural prescribed by our Constitution is especially moving as we are reminded of the century and a half of our history.

My next attendance at the White House was for a very different purpose. The opening of the campaign for funds to combat infantile paralysis had brought little Margaret O'Brien as the center of attraction. Incidentally, she is as appealing off the screen as on. As we stood before the tea

table where she was sampling the chocolate cakes, I told her that my daughter would want a full report about her. Then unexpectedly she obliged by lifting her dress to show off her new scalloped petticoat.

There were other moments, small in actual proportion, but looming large to those taking part, such as the dinner of the Women's Press Club where the three new Congress-women made their maiden speeches in Washington. We were also asked a few days later to speak at a dinner of the Women's National Democratic Club. This turned into a Wilsonian evening, graced by Mrs. Woodrow Wilson, Mrs. Eleanor Wilson McAdoo, and Josephus Daniels, who was Wilson's Secretary of Navy.

But above and beyond all other experiences has been that of becoming a part of Congress. "Congress on the floor, is Congress on exhibit. Congress in committee, is Congress in action," once said Woodrow Wilson, the professor. This may explain why visitors to the galleries of Congress are often disappointed. Only when important matters come up, do the big personalities appear and significant debate takes place. Such an occasion was created by the War Manpower Bill. Speaker Rayburn left his chair to urge its passage. James Wadsworth, Republican and former Senator from New York whom press reporters have voted the ablest man in the House, also spoke for the bill. Then for the first time I saw what I had been told would happen, but scarcely believed. The House filled rapidly and you could have heard that proverbial pin drop. This war manpower measure cut across party lines and minority leader Joe Martin of Massachusetts voted with the Democratic majority. It was the testimony of General Marshall and Admiral King which doubtless decided the issue.

At first I had little hope of being assigned to the Committee on Foreign Affairs since Illinois was already represented. In the end, however, the committee was generously extended to make a place for me. Immediately we moved into hearings on the continuation of Lend-Lease. Hour after hour, in both open and closed sessions, I sat with my eyes and ears open and usually with my mouth shut, as becomes a freshman, listening to Secretary of War Stimson, War Shipping Administrator Admiral Land, Foreign Economic Administrator Leo Crowley and others prove that Lend-Lease has indeed been a weapon for victory. While the amount spent upon Lend-Lease has been only some 16% of that spent on our war effort, the policy has forged the potent link between the United Nations and made possible the grand strategy which is winning the war in all parts of the world. American lives have been saved because we have pooled physical resources to help arm the British in all parts of the world, Russians on the Eastern front, Australians in the

Pacific theatre, Brazilians in Italy and the French on the continent.

The second report of Mrs. Douglas contains information of interest to all users of the mail. We'll squeeze enough room to print it, too.

WINDOW ON WASHINGTON —

by Emily Taft Douglas, Representative-at-Large, Illinois.

Francis Bacon, England's foremost scholar in Queen Elizabeth's day, once said, "I have taken all knowledge to be my province." Every day when I sit down at my desk beside my window overlooking the Capitol, I feel that this is also the fate of a Congressman. Reading the mail is a daily exercise in universal knowledge. It involves a stack of papers, statistics, reports, telegrams, and personal requests. Most of them must be studied, digested and applied to some measure upon which I must vote some day. All of them need answers.

Here on top, clipped together are requests for appointments to Annapolis or West Point. Since my district is the state, these are numerous and it is my regret that I shall have but one vacancy in 1946. The fair way is to hold a competitive examina-

tion open to all applicants and this I shall do.

Next come letters from low-priced-cotton-dress manufacturers, explaining their problems caused by the recent OPA ruling on textiles. There are similar letters from bakers and candy makers in regard to sugar allotments. Here are arguments for the streamlining of Congress, in the interest of efficiency, and letters urging favorable and speedy action on the Bretton Woods Agreements. I take up another sheaf of papers. Page upon page, column upon column of names, under the heading of "dead", "wounded", "missing", "prisoner of war", and grimdest of all, a column of tragic totals. It is because we don't want to see such lists ever again that thousands of people are studying the Dumbarton Oaks Proposals. Among the groups which are working for the plan are: American Bar Association, A. F. of L., C.I.O., American Farm Bureau, American Legion and Auxiliary, General Federation of Women's Club and United States Chamber of Commerce. For the first time in history a plan for keeping the peace has been written before the end of war and is freely submitted to the people so that they can have a voice in its terms before the representatives of the United Nations act on the proposals at San

When you want to KNOW...go to an expert!



In the matter of buying paper, your expert would be your printer. It takes the finest paper to get the best printing results—which explains the reputation Rising Papers have earned among these experts. You'll also find Rising technical papers have a similar acceptance in their own fields. Rising Paper Company, Housatonic, Mass.

Ask your printer...he KNOWS paper!



Rising Papers

PRINTING AND TECHNICAL

Francisco. It gives us all a particular responsibility to inform ourselves. Although I have little time for speaking I have accepted a few assignments on this topic, such as the mass meeting which the Washington League of Women Voters sponsored at the Mayflower Hotel and two White House luncheons for congressional wives where the panels included Mrs. Irving Berlin, Mrs. Raymond Clapper, Fannie Hurst and Mrs. Charles W. Tillet.

The Dumbarton Oaks Proposals are a means of keeping peace. There are several ways of doing this before actual policing begins. The first is to stop aggression through agencies which offer a peaceful way of settling the trouble. Then there will be commissions appointed to carry on economic, social and humanitarian teamwork between nations. As these functions enlarge, the policeman's task may decrease. In any case, the proposed United Nations organization will be a first step in fulfilling Article 6 of the Atlantic Charter to "establish a peace which will afford to all nations the means of dwelling in safety within their boundaries and which will afford assurance that all men in all lands may live out their lives in freedom from fear and want."

The new plan will not overnight usher in any brave new world. At most, it makes a start. But the plan does lay foundations on which the nations can build. We must start to function in that area in which there is agreement among the Big Powers, and then gradually work towards a more perfect structure. Continued teamwork among the Big Powers is more important than a flawless blueprint. In a sense our generation has been given a reprieve, another chance to rid the world of its worst human scourge. We cannot tell whether we could even survive another war with the perfected horror of robot bombs and jet propulsion planes. It is not too soon to start building the machinery which some day must be strong enough to prevent World War Three.

Bennet's first report is as follows:

March 3, 1945

Report to the

29th Congressional District:

Having concluded two months of service as your Representative in Congress, I thought you would appreciate a brief report of my activities and perhaps a look ahead at pending legislation.

The things which a Representative is called upon to do are varied. For example, I have voted all together on over twenty-five pieces of legislation, including such controversial issues as the resurrection of the so-called Dies Committee, the Work or Fight Bill, the divorcing of the RFC and other lending agencies from the Department of Commerce, etc. By the time this letter comes to your attention, I will have voted on several other matters, including the nurse draft,

commodity credits and other important bills. In this connection, I am always glad to have comments on my votes and suggestions as to the attitude to be taken toward pending measures.

Aside from legislation, however, my time has been occupied with such matters as obtaining shipments of coal to coal starved communities, arranging for the clearing of the ice from parts of the Hudson River in order to permit shipbuilding activities, procurement of surplus government material for some of the communities in the district, arrangements for emergency furloughs for servicemen, because of deaths in the family, or similar events, making appointments for constituents to interview Government officials in connection with requests for priorities, and so on. Incidentally, I would be glad to arrange to have copies of the Government publication known as "Surplus Reporter" sent to any municipalities in the district which are not already receiving it, and municipal authorities will undoubtedly realize that they get priorities on the acquisition of such material.

Since my election I have made over twenty major addresses, have appeared on "Information Please", "American Forum of the Air" and "Forum for Democracy", among others, and these appearances have been under the auspices of political groups like the Republican National Committee, and also under the sponsorship of many private organizations interested in some special field of legislation. At present, several more speaking engagements are either arranged or in process of arrangement.

In the very near future the House of Representatives will have to vote on some extremely delicate and difficult problems, including probably the so-called St. Lawrence Seaway Plan, the Missouri Valley authority, the proposal to amend the Constitution so far as the treaty making powers are concerned, the world financing organization contemplated by the Bretton Woods agreement, peace time military training and other matters which will affect the course of American history for generations. It is a privilege to have an opportunity to represent the 29th N. Y. District in the making of these decisions but, at the same time, I am conscious of a deep sense of obligation.

In this connection, I want to say, in justice to my colleagues, that practically all of them feel this same sense of obligation and are making a conscientious effort to intelligently decide the problems which are being presented to the Congress.

A. W. Bennet.

Now . . . isn't that better than sending out hundreds of thousands of reprints of speeches or insertions . . . especially when the insertions were inspired by foreign agents?

Here we have two broadminded and honest representatives in Washington talking by mail back to the folks who elected them. I say . . . Hurrah! When I see able representatives like Bennet and Douglas working from early morning until late at night for their own constituents . . . I feel a little surer of the security of Democracy. We need more like them. The mail, properly used, can help to preserve Democracy.

HAVE ONE ON ME

This is the story of a novel scheme which is both attention and action getting and still is applicable to almost all types of selling. It is not necessarily limited to any one type of business operation. Furthermore, it can be occasionally repeated and be just as effective each time. Few stunts, especially if they are just stunts, have a repeat value. Once they are "Pulled," they lack freshness but not so with this one. . .

Mr. B. C. Palmer, of Inglewood, California, is in the real estate business. Houses to sell are difficult to find; so he selected names of a group of home owners and addressed a letter to them. To the upper left hand corner of the letter he attached a nickel. . . Under the nickel Mr. Palmer placed his salutation, "Dear Friends," and explained the reason for the letter and the coin in this fashion:

"Just a reminder that I am still interested in purchasing homes in your locality.

"So, if you are thinking of selling, or if you know of a neighbor who may want to make a quick deal, please go to the nearest telephone, use the enclosed nickel and phone me information. My number is ORchard 7-5176.

"If you have a phone of your own, or if you do not know of any homes for sale at the present time, have a Coca-Cola on me anyway. Thank you.

Sincerely yours,

(s) B. C. Palmer."

Above interesting item taken from The A. B. W. A. Bulletin, of The American Business Writing Association, Urbana, Illinois.

QUESTION AND ANSWER

Question:

Have you anything on the proper form of salutation to use when addressing a company, or have you any information that shows what most companies use as a salutation on their business letters, or which is the best form of salutation?

The forms we generally see in use are: Dear Sir, Dear Sirs, and Gentlemen. Is there any authority on which is the preferred form, or any rules that apply to the use of these salutations?

Answer:

The salutation "Gentlemen:" seems to be the most acceptable.

With the use of the "Gentlemen:" we think it's a good idea to include, over to the right of this salutation, "Attention of _____" and then give an individual name, or special department or office.

Personally, we never use this salutation if we can help it. We like to address all our letters direct to the individual. And, we think those letterheads that carry the line, "Please address all communications to the Company" are very much outmoded.

DEPARTMENT OF PLAIN UNADULTERATED BUNK

The following "letter-to-the-editor" appeared in both the New York Times and New York Sun of March 13th, 1945.

Observations on Paper Wastage

To the Editor of the New York Times:

If we are to believe what we read on Government sponsored posters, on the air during program intermissions, in the handbills the children bring home from public school, there is an acute shortage of paper.

But every morning a noticeable portion of my office mail consists of perfectly superfluous advertising. There seems to be rather more of it than in the palmiest boom days of the Twenties—there must be tons of it spread daily over the country, burdening the railroads, eating up manpower, bedeviling mail carriers and office workers—why?

One answer comes readily to mind. Fat advertising accounts mean less net profit to report, less income tax to pay. And the same patriot who thus impedes the war effort by wasting paper, manpower and money will work manfully to increase bond sales, Red Cross donations and all the rest of it—including waste-paper drives.

Isn't there a wacky leak to be plugged here, or am I, a mere lawyer, just dumb about business?

Ralph W. Westcott.

Camden, N. J., March 10, 1945.

Reporter's Note: Could it be that this little masterpiece is another one of those planted syndicated attacks on Direct Mail? In the first place—the facts are not correct. Almost all Direct Mail and printed literature is doing a war job. "Superfluous" advertising by mail is at an all time low. On the other hand, advertising in newspapers and magazines is at an all time high.

A HOUSE MAGAZINE LIBRARY

Here's the report on it:

Dear Henry:

It may not be news to you, but I have just learned that the University of Illinois Library has been collecting for a number of years copies of all available house magazines pub-

lished in this country. They collect both those circulated among employees and those issued for distribution to customers, dealers, stockholders, etc.

I am told that the library now contains over 2,000,000 volumes and is considered to be one of the greatest research libraries of its kind in the country. These house magazines are available not only to the students and faculty at Illinois but also to business firms interested in seeing them.

The Illinois Library is asking editors of house magazines who are not already sending copies regularly to please add their name to their mailing list.

It occurred to me, Henry, that there is a good story here. Perhaps **THE REPORTER** would be interested in investigating it more thoroughly.

David Goldwasser
Atlanta Envelope Company
P. O. Box 1267
Atlanta 1, Georgia

Reporter's Note: Yes, we will try to learn all about it. Sounds like a fine idea. All house magazine editors should cooperate.

Another REPLY-O LETTER Success!

1 Client
THE NATIONAL DRUG COMPANY
Philadelphia

Undoubtedly, the success of our mailings—far more outstanding than anything we have ever had before—can be attributed to Reply-O Letters.

2 What it is
Your return card or envelope occupies the "fill-in" spot on a Reply-O Letter.

General Manufacturing
Any Town, U.S.A.

Mr. John Jones
123 Main Street
Hometown, U.S.A.

SEND THIS IN

3 Why it ups returns
Reply-O Letters make replying easy. No signature is needed and the return form never gets lost; it's right before the reader saying "Mail Me."

U.S. MAIL LETTERS

General Manufactur
Any Town, U.S.A.

4 Prove it yourself
The result files of Reply-O Letter users are truly impressive.
If you're looking for the most effective way to get inquiries, orders or answers to questionnaires—thru the mails—see what Reply-O Letter offers you.
Write for samples today
The REPLY-O PRODUCTS Co.
New York 11, 150 W. 22 St. Chelsea 2-5575
Chicago 1, 215 N. Michigan Ave. Franklin 3859

Playing

POST OFFICE

by EDWARD N. MAYER, JR.
New York City

Last month we said that the rate situation was getting pretty hot, and on March 6, 1945, Representative Murray introduced H. R. 2502, a bill to revise postage rates on Fourth Class mail matter, **not including books and catalogs.** The proposed changes which were listed on these pages last month, are shown in the following table:

Local		Zone	1&2	3	4	5	6	7	8
9 to 12 ozs. (new).....	\$.08	\$.09	\$.10	\$.10	\$.11	\$.11	\$.12	\$.12	
13 to 16 ozs. (1st lb.)....	.10	.11	.12	.13	.14	.15	.16	.17	
Additional Pounds007	.011	.018	.029	.046	.065	.084	.104	

H. R. 2502 is based on the Post Office Department policy that postage rates for each class of mail matter should be adjusted on a strictly mathematical formula.

The proposed rates are expected to produce \$15,900,000 but because H. R. 2502 repeals the 3% revenue Bill Tax, the immediate net revenue should be about seven and a half million dollars.

★ ★ ★ ★

Even if you agree that Postage Rates for each class should cover costs for each class . . . **AND WE DON'T . . .** there are several good reasons why the costs (as set up by the Post Office Department) should be examined very carefully.

These costs pay no attention to (1) collateral revenue developed by 2nd, 3rd and some 4th class mail; (2) preferential treatment given certain types of mail; (3) relative value of the service to the user!

The surest way to hamstring business is to put a tax on sales efforts and salesmen . . . and when you give no special "cost" credit to 2nd and 3rd class mail, that's exactly what you're doing.

★ ★ ★ ★

Advertising in newspapers and magazines, and practically every

piece of 3rd class mail is selling something, and before the sale can be consummated (normally) an order must be sent (by first class mail) a shipment of goods must be made (by 4th class mail) and finally, a bill sent and then a payment made (by 1st class mail).

Any cost system that doesn't take these facts into consideration (even

tho' it might be pretty hard to work out a formula giving the proper credits) doesn't seem completely sound to us!!!

★ ★ ★ ★

Now to go back . . . if you agree that the Post Office Department is right in its policy . . . then, carried to a logical conclusion—you can expect to see a recommendation for an increase of about 300% in 2nd class rates and a mere 40% in 3rd class!!

★ ★ ★ ★

The Direct Mail Advertising Association, the National Council of Business Mail Users, The Mail Advertising Service Association, and many other national organizations have all supported a policy of adjusting rates on the several classes of mail matter with consideration given to the cost of rendering the service, the type and value of the service, the effect of one class upon other classes and on the total volume, and the effect upon the total revenues of the Post Office Department.

These organizations presented a statement to the House Committee on the Post Office and Post Roads advocating this policy and requesting consideration of all proposed changes in postage rates on all classes of mail matter at one time, so that the public could judge the

effect of such proposed rate changes and give intelligent consideration to necessary adjustments in promotional and distribution plans.

. . . but nevertheless, during the morning of March 15, 1945 the Committee held a final hearing on H. R. 2502, and in the afternoon, reported H. R. 2502 favorably to the House. This bill is now on the House Calendar.

Unless effective action is taken, an individual bill on each class of mail matter will be considered by the House Committee and will be acted upon as separate and unrelated to other classes of mail matter.

★ ★ ★ ★

We suggest you write your Representative to withhold any action on postal rate legislation until all proposed rate changes have been submitted by the Post Office Department, and to insist that postal rate legislation shall combine proposed rate changes in all four classes of mail matter in a single bill with sufficient advance notice for public hearing.

★ ★ ★ ★

In case you're interested . . . the quota for Post Office employees for the Seventh War Loan is \$27,000,000. This amounts to 54% of one month's gross pay. How many business organizations that you know would dare set a quota of that magnitude? (We'll take a small bet that they'll reach the quota, too.)

★ ★ ★ ★

If you've ever wondered what happens to the money you pay to have the Post Office correct your mailing lists (one cent per name—25¢ minimum) here's what Sub-paragraph (e) Article 16, page 127—July 1943 Postal Guide has to say:

"At first and second class post offices the funds received for correcting

Last Call

Only a few copies of THE REPORTER Study Course in Direct Mail Advertising left.

This easy to digest Study Course in Direct Mail Advertising is packed with facts . . . not theories. Twelve leading advertising men wrote the twelve big sections. It covers Form and Uses, Selling Facts, Management, Appeals, Letters, Direct Selling, Design, Production, Copy Writing, Research, Retailing, and an analysis of all the ideas and formulas developed in our Direct Mail School.

473 pages of 8½" x 11" manuscript, including fifty plates of charts, illustrations and examples of correct technique.

REPORTER Study Courses....

Can be used to good advantage by:

1. Newcomers in the Direct Mail field . . .
(to give them a complete background of Direct Mail Advertising knowledge)
2. Oldtimers . . .
(to brush up on all the tried and proven formulas of Direct Mail Advertising)
3. Students . . .
(to help them grasp the possibilities of Direct Mail Advertising)
4. Sales and Advertising Executives . . .
(who could give it to their assistants or secretaries to study)

Get your Copy while Copies are still Available . . . at the very special price of \$18.50. (Sold originally for \$30.00.)

THE REPORTER

17 E. 42nd St., New York 17, N. Y.

mailing lists shall be accounted for as 'Miscellaneous Receipts.' At third and fourth class post offices, postmasters shall make no accounting of the money but the proceeds should be paid to the employee performing the work."

* * * *

The following paragraph from the Postal Bulletin of March 13th is worth remembering if you want your circulars, catalogs, etc., forwarded, when the addressee has moved to a new location in a different post office:

"If printed matter of the 2nd and 3rd classes, not bearing a pledge of the sender's guaranteeing payment of the forwarding postage, is undeliverable because of the removal of the addressee, notice on Form 3548 calling for the amount of the forwarding postage should be sent to the addressee only in case he has left a forwarding order for the particular class of matter. If no such forwarding order has been filed, the matter should be disposed of in accordance with the regulations."

* * * *

There may be a chuckle in this paragraph from The Postal Bulletin of March 20th:

"SHORT PAID MAIL ADDRESSED TO VARIOUS BRANCHES OF GOVERNMENT. Attention has been called to the fact that a considerable amount of matter addressed to the various branches of the Federal Government throughout the country is being mailed with postage insufficiently prepaid thereon and, upon being rated up and presented for delivery, is refused by such branches, because they have no funds to pay the postage due."

Our government has money (in the billions) to run a global war . . . but not one single penny for Aunt Mamie who doesn't put sufficient postage on her letter to the Treasury Department enclosing her regular quarterly income tax payment.

* * * *

Add this item from the Newark, New Jersey STAR LEDGER, to the "Write Your Own Comment Department":

"Whoever dubbed the canine 'man's best friend' certainly was no postman. In the opinion of postal authorities in and around Newark, there's something about the uniform worn by carriers that seems to make even a docile pooch turn carnivorous. They breathed a unanimous sigh of relief over the decision of the postal department to forego delivery of mail to homes where 'vicious dogs are permitted to run at large.'

13 Years' Experience in Scheduling Tens of Millions of Keyed Direct Mail!

If YOU are planning to go after NEW CUSTOMERS in large volume now and during the post war

Direct Mail to Consumer

MOSELY experience in testing and watching results on hundreds of outside lists can save and MAKE MONEY for YOU! Write us all about your plans at Dept. R-3.

MOSELY SELECTIVE LIST SERVICE

Mail Order LIST Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY has the MASS MAIL MARKETS"

JOB WANTED, MAIL

A FILE OF FACTS in quick, easy reference form . . . answer daily questions in Direct Advertising Work. No salary. Write Box DA, United States Envelope Company, Springfield 2, Mass.

- How to Keep a Mailing List Up to Date — through proper use of "Instructions to Postmaster."
- Envelope Specifier — showing standard types and sizes of U. S. E. Envelopes.
- War-Time Standardization of Commercial Envelopes — showing the latest sizes, weights and packing regulations.
- Postal Delivery Zone System and how to use it.

For free copies, mark and pin this ad on your letterhead.

U-S-E envelopes
ESSENTIAL COURIERS
IN WAR AND PEACE



"Dear Madam: Have you ever craved the joyous 'if' of a vacation in God's great Out-of-Doors?"

ARE YOU REACHING THE **RIGHT** PEOPLE?

For your next mail promotion use a list of **right** people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston 10, Mass.

LET AHREND BE YOUR "**Pooka**"

Like "HARVEY"—the most endearing and best known "pooka" of modern times, AHREND can do things for you that no one else can—in direct mail advertising, of course.

If you want top returns in sales and good will—put your Direct Mail Campaigns in the hands of top experts in this specialized field—D. H. AHREND CO.

Like "HARVEY"—we'll stand by you . . . plan for you, work for you, get results for you! After all, we have been turning out successful mail advertising for 53 years . . .

Let AHREND be your "pooka"—the guiding spirit in your advertising campaigns.

D. H. AHREND CO.

52 DUANE ST., NEW YORK 7, N. Y.
WORTH 2-5892

"One, big as a colt, tore right through a screen door to attack a carrier last year," said William J. Huttmacher, foreman of delivery in the Maplewood post office. He reported that about five postmen had been attacked during the past year in Maplewood, two of whom suffered wounds that required cauterizing.

"A dog is entitled to his first bite," said George Bradley, superintendent of mails for the Hillside branch. "After that, he is either tied up securely or we just don't deliver."

"Jersey dogs at first glance might seem to be disproportionately vicious, since the Postal Department reported that 1,259 carriers were bitten last year throughout the country. That figure, however, represents only the more serious cases requiring hospitalization and claims for compensation."

SPEAKING OF REPORTS

There seems to be some sort of a recovery going on in the production of annual or special reports. Among the most praiseworthy in this month's collection are the following:

FOR YOUR INFORMATION. Issued by the Saskatchewan Co-Operative Creamery Association, Ltd., Regina, Sask., Canada. Production handled by N. E. Huston. Measures 5½" x 8¼", 36 pages and cover. A very fine little booklet giving a complete story about the organization. Economically done on yellow newsprint stock. Printing is excellent, and all photographs and illustrations are sharp and clean. A good job.

TEXAS—from a Republic to an Economic Empire. A report on the economic development of Texas, published on the occasion of the 25th Anniversary of The Republic National Bank of Dallas. A swell job of institutional advertising, not only for the bank, but for the whole state of Texas. Measures 7"x 10", 40 pages and stiff cover. Covers and frontispiece in full color. Gravure illustrations throughout the book are beautifully handled. A very fine 25th anniversary booklet.

OUR HOME TOWN. Published by the Public Relations Committee, Springfield, Massachusetts. Measures 5¼" x 7½", 88 pages and cover. Typical of how a community can tell its story. Well printed and illustrated. Gives a complete running

account of the city's activities and developments. Worthy of the fine and pleasant city of Springfield.

25 YEARS—anniversary booklet of James Gray, Inc., 216 East 45th Street, New York 17, N. Y. Measures 8"x 10½", 16 pages and cover. Tells about the accounts handled by Gray, and shows photographs of the Gray personnel. Another good 25th anniversary booklet.

CIRCUITS FOR VICTORY. Issued by the Western Electric Company, 195 Broadway, New York 7, N. Y. Production handled by Will Whitmore and his staff of the Public Relations Department. To commemorate their 75th anniversary. Measures 10"x 13¼", 38 pages and cover. A beautiful job—showing use of Western Electric equipment back in the "good old days" and present wartime uses. Attractive color illustrations throughout. A fitting report covering 75 years of growth and development.

JOBS FOR G.I. JOE IN AMERICA'S HOTELS. Issued by the Public Relations Committee of the American Hotel Association, 221 West 57th Street, New York 19, N. Y. Measures 8½" x 11", 26 pages and cover. Provides a detailed guide for hotel men by not only outlining requirements for hotel jobs, but by showing how disabled veterans may easily be adapted to any of these jobs. Very well written and packed with a great deal of helpful information. A super-excellent booklet.

TWO YEARS OF TEAMWORK. A report of Labor-Management Committees on Second Year of Progress. Issued by the Bridgeport Brass Company, Bridgeport, Connecticut. Measures 8½" x 11", 22 pages and cover. To conserve material, same cover was used as on last booklet, with additional identifying words, "2 Years of Teamwork." Well written and nicely illustrated. A good job.

ALL THE CHILDREN. Issued by the Board of Education of the City of New York, 110 Livingston Street, Brooklyn, New York. A perennial "best seller" (our first mention of it in *The Reporter* was way back in July, 1938). This annual school report has become a model among all schools and communities, and this year even the War Depart-

ment and the Office of War Information are using it for propaganda purposes in Europe to show what education is like under a democracy. Measures 11"x14", 84 pages and cover, spiral bound. "All The Children" is produced under the direction of Howard Shiebler, and from the beginning it has been his plan to issue a report that would be read and enjoyed . . . not just another report to file away on the shelves. All we can say is that he is doing a perfectly swell job.

80TH ANNUAL REPORT—of the Elgin National Watch Company, Elgin, Illinois. Measures 8½"x11", 16 pages. Good looking front and back covers printed in gold and black. Gives the usual financial statements and thumbnail sketches of directors and officers of the company. A good job.

ANNUAL REPORT FOR THE YEAR 1944, issued by the Wickwire Spencer Steel Company, 500 Fifth Avenue, New York 18, N. Y. Production handled by Charles B. Konselman, Public Relations Manager. Measures 8½"x11", 24 pages and cover. Group of photographs on second and third covers well handled. Gives a good description of the company, and we like the easy-to-understand dramatized charts in color. Last six pages have attractive solid color backgrounds and show the Wickwire plants and the equipment produced by them. A beautiful job throughout.

1944 AT RAY-O-VAC. Issued by the Ray-O-Vac Company, Madison Wisconsin. Measures 9"x12", 36 pages. Front cover an attractive solid blue with red and white lettering. Well illustrated and beautifully printed. Gives a running account of activities in the various plants, and photographs show actual wartime uses of Ray-O-Vac equipment. Well written. Gives a complete account of the organization, and the employees part in its progress. Our congratulations to the people responsible for turning out a fine, humanized annual report.

THE FIFTH ANNIVERSARY RECORD OF A NEW AMERICAN INDUSTRY. Issued by Ecusta Paper Corporation, Pisgah Forest, North Carolina. Measures 7"x10", 70 pages and stiff cover with concealed wire-o binding. Ecusta furnishes the ma-

jority of all cigarette paper used by American cigarette manufacturers. (Prior to the war, greater part of American supply of cigarette paper was imported from France.) One of the best typographical jobs we have seen in a long time. Beautifully printed, profusely illustrated. Photographs throughout book are stepped up by light blue backgrounds. Sketches on officers, directors and employees exceptionally well handled. A fifth anniversary book that is outstanding. It was designed and produced by William E. Rudge's Sons, New York.

DARTNELL BETTER LETTER SERVICE. Issued by the Dartnell Sales Service, 4660 Ravenswood Avenue, Chicago, Illinois. Not exactly an annual report, but it is a report from Dartnell to the subscribers of their service on letters, so we are including it along with the rest of our mentions. This Better Letter Service seems to be getting better and better, and certainly gives a great deal of helpful and valuable aid to all writers of letters. There's plenty of ideas here for adaptation to any business. Keep up the good work. Letters generally can still be improved a great deal.

A TEST OF DIRECT MAIL

To determine the value of Direct Mail a bank selected names of 2,000 trust department prospects. One thousand names, taken at random, were mailed literature each month for six months' time. The other 1,000 names were placed under lock and key. At the end of that time the names were shuffled together and the cards dealt out to the salesmen at random.

A careful record was kept on the business and the results showed that it required **an average of eight calls** to close business on the group which had not been sent mail and that it required **only three visits** to make a sale in the group which had received mail.

From Lawton's Mutualife as reported in
The Advertiser's Digest

Answer to I.Q. on Page 11. "ONE WORD."

Do You Want MORE MONEY for ADDRESSING EQUIPMENT?

A "painless" way to get it is to register all facts about your Mailing Lists EXCLUSIVELY with

Mail Order List Headquarters

and have us get for you all the checks possible for addressing to your names for non-competing MOSELY CLIENTS. It works! Write us all about Your lists at

Dept. R-3.

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY sends the CHECKS!"

If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00 Special Two Year Rate \$5.00
THE REPORTER, 17 East 42nd St., New York 17, N. Y.

Fill out coupon. Paste on Post Card. We will bill you later.

NAME.....
ADDRESS.....
CITY AND STATE.....
THE REPORTER
Subscription to

ANOTHER HORRIBLE EXAMPLE

Orville (Bus) Reed of Howell, Michigan sends following note:

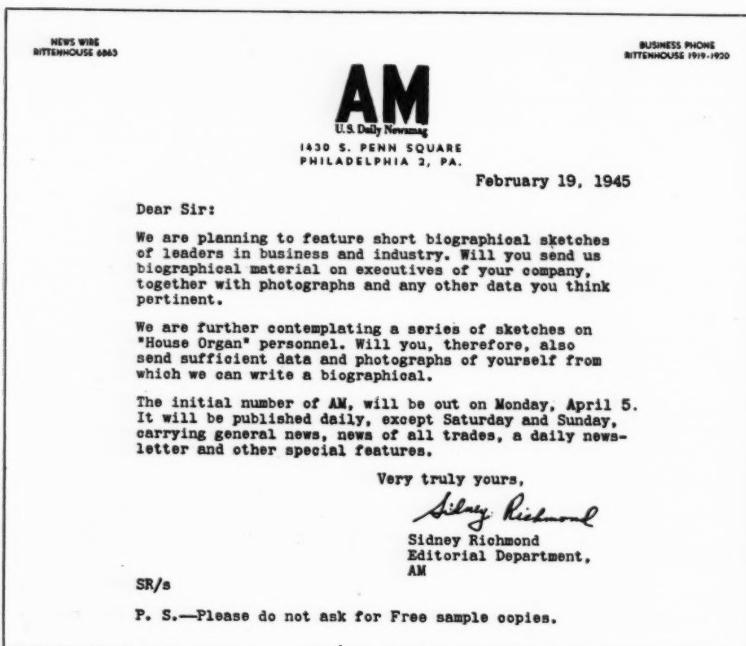
Dear Henry:

Here's a letter that made me see red. Of all the misuses of Direct Mail that I have seen for many moons, this one takes the cake. You might want to exhibit this "horrible example."

The guy smoothly asks the reader to do him a favor and then, in the P. S. gives him a slap in the kisser.

I'd appreciate having this letter back for my "what-not-to-do" file.

We reproduce the letter reduced from original 8½" x 7¼" size. Oh my!



REACTIONS TO DICK MESSNER'S ARTICLE ON PLANNING

Here are a few:

Dear Mr. Hoke:

I think the article by Richard Messner, "2 Plus 2 Will Never Equal 5," one of the most thought provoking pieces of writing I have read in a long, long time.

It is in my direct mail idea file prominently marked so it stands up as a signal to guide me in any future planning activities. It is so sound—simply saturated in stimulating searching inquiry that I have nothing whatever to offer except praise for it.

Wm. Rietzke, Adv. Mgr.
Hammond Machinery
Builders, Inc.
Kalamazoo 54, Michigan

★ ★ ★

Dear Henry:

I am glad to add my word to all the others who I am sure will write in that they have read Dick Messner's article in its entirety, which I did.

Naturally this article doesn't hold as much for me in the field of fund raising as it does for those in the commercial world, but it is stimulating to a high degree to read a plan as carefully worked out as this is and to realize that there is at least one man who thinks through his whole task as clearly and in as great detail as he has done.

Keep up this good work because all of us need to do a more thorough job such as Mr. Messner does.

Edgar H. Rue
Institution for the
Chinese Blind, Inc.
156 Fifth Avenue
New York 10, N. Y.

★ ★ ★

Dear Henry:

Just read your February issue. Think Dick Messner's article is swell. (Please tell him so for me.) Like the entire issue, as a matter of fact, and found it one of the best I have seen in several months, being chuckful of facts.

With good wishes,

Richard Manville
1 East 42nd Street
New York 17, N. Y.

★ ★ ★

Dear Henry:

I am among the guilty. I just finished reading Richard Messner's article in your February, 1945 issue, and I believe that it is one of the most masterful presentations on the subject I have ever seen. It certainly is going to help me.

Best regards.

Sincerely,

B. J. Hauser, Director of
Cooperative Programs,
Mutual Broadcasting
System, Inc.,
1440 Broadway,
New York 18, N. Y.

★ ★ ★

Dear Henry:

I have 80 students in my Direct Advertising Course this year at Poor Richard Club's Price School.

I want 80 copies of Richard Messner's article to distribute at the final session on April 3rd.

Yes, I read the article completely, and stopped to write this letter before reading another line.

Harrie A. Bell
Allen, Lane & Scott
1211 Clover Street
Philadelphia 7, Pa.

Reporter's Note: Well, enough letters have come in to prove that folks still will read long, thoughtful articles. We are reprinting Messner's formulas on planning in booklet form.

●

"Sorry, Madam, but licenses are issued only when your form is filled out properly."

"Well, I like your nerve. We can get married no matter what I look like."

From Ray-O-Vac Sparks, h.m.
of the Ray-O-Vac Company,
Madison, Wisconsin.

THE REPORTER

CLASSIFIED ADS

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

FOR SALE

DUPLICRAPH . . . Electric Addressograph which rapidly produces letters, fills in names and addresses, date, signature. Equipped with Selector. Cost \$1900. Cash price \$380. Used but little. Good condition. Excellent buy. Write Box 302, *The Reporter*, 17 E. 42d St., New York 17, N. Y.

HELP WANTED

YOUNG MEN: A well-established direct-mail agency in New York City, preparing for post-war expansion, has openings for several young men.

No worldbeaters, just men of ordinary intelligence and ability, but they must be agreeable, dependable, ambitious and willing to learn.

Manufacturing as well as personal service is involved, so they must be prepared to get their hands dirty on occasion. Those who prove adapted will be taken into the firm. Starting salary \$30-\$40.

Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

One of the men, who came with us in 1944 as errand boy (etc.), at \$60 per week and worked up to shipping clerk (etc.), drew \$1,000 bonus the first year.

LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

CIRCULATION-PROMOTION DIRECT-MAIL MANAGER

WANTED for growing magazine with half million circulation: An expert to devise and execute plans for promoting circulation by mail; knowledge of marketing; good organizer. Write complete details and starting salary in first letter. Box 301, *The Reporter*, 17 East 42nd St., New York 17, N. Y.

ENLISTED SAILORS FLEET POST OFFICE ADDRESS LISTS WANTED *Top Prices*

MR. CHAPMAN Tr 5-0486
33 Sands Street, Brooklyn, New York

A DESERVED INSULT

Ham Fish, as you may remember, didn't go back to Congress. But he made a farewell talk. When he found he could no longer mail reprints under his free frank, he induced Congressman Knudson to let him use his free frank. Thousands of copies of Fish's bombastic and inaccurate farewell have been mailed, not only to Fish constituents, but all over the country. Who pays for the printing is not known. But the pieces go out postage free.

Readers of *The Reporter* might like to see humorous letter sent by a 29th District voter to Knudson:

Hon. Harold Knudson,
Washington, D. C.

Dear Sir:

My sincere thanks for the leaflet on Ham Fish's "Farewell to Congress" which you sent my wife and me recently.

There has been considerable comment on this both here and abroad, and a friend of mine from Brooklyn expressed, I believe, the opinion of most of the voters of the 29th District, when he stated in true Brooklyn lingo: "I knew dat punk was a d....d sore loser when I foist took a slant at his ugly puss."

I hope that in the very near future you will send me a copy of your "Adieu to the House" which, I assure you, will also be greatly appreciated.

Very truly yours,

(Signed) Blank



When you think of mailing-lists—
think of GUILD

76 NINTH AVENUE
NEW YORK 11, N. Y.
Chicago Office, 7 So. Dearborn St.

Send for This Free Specimen Book

53—COLORS, BLACKS, WHITES, COMPOUNDS
Write to International Printing Ink, 350 Fifth Avenue, New York 1, N. Y. Branches in principal cities.



Tension packets are built to meet the specific requirements for foods, seeds, small parts, merchandise, etc. Sometimes moisture proof, often dust proof—they protect their contents always, and do a real advertising job, too.

TENSION ENVELOPE CORP.

Serving the Government and Our Civilian Customers

New York 14, N. Y.
345 Hudson St.

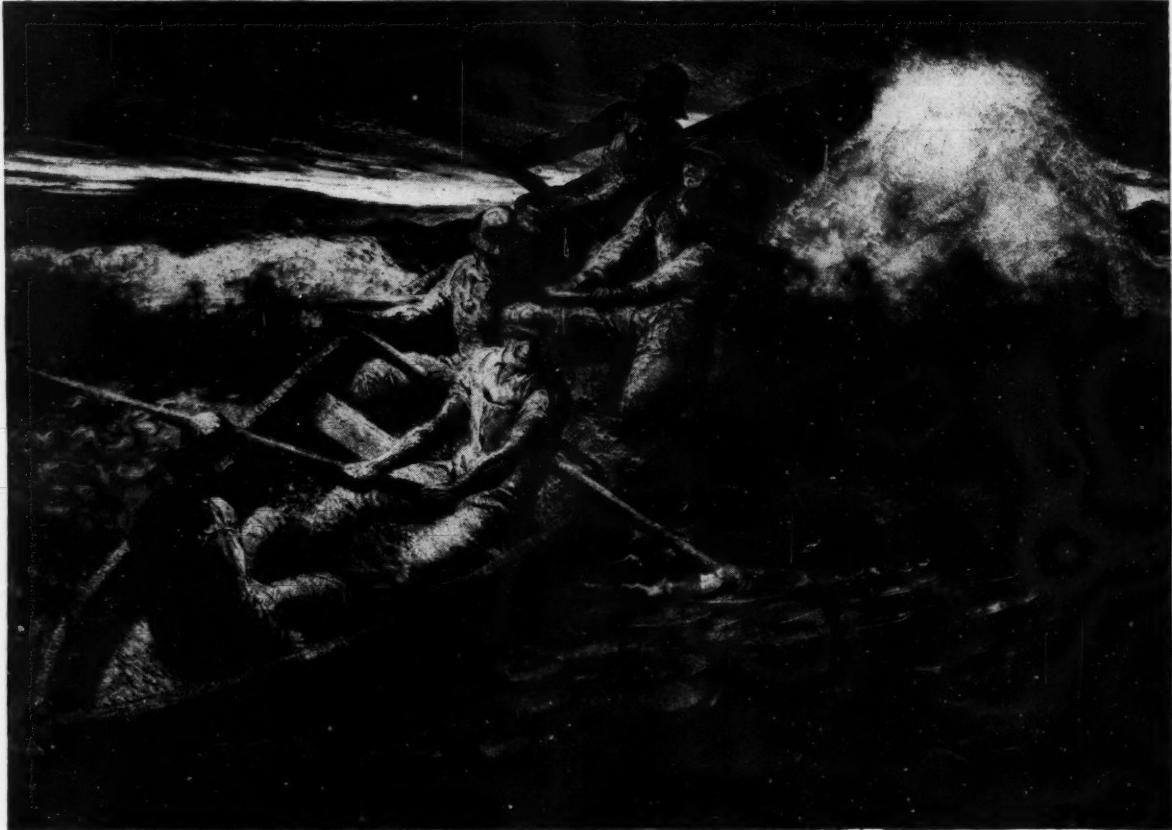
Des Moines 14, Iowa*
1912 Grand Ave.

St. Louis 3, Mo.*
23rd & Locust

Minneapolis 15, Minn.*
500 South 5th St.

Kansas City 8, Mo.*
19th & Campbell Sts.

*Originally Berkowitz Envelope Co.



Lithograph by James E. Allen

A STRONG PULL TOGETHER DOES IT

Concerted action on the part of us all—millman, distributor, printer and ultimate user—is a "must" if we are to weather the war-time paper crisis. And the record shows there has been this cooperative effort up and down the line. More careful buying, better use of paper, conservation wherever possible; these rules—the order of the day—have been followed. More of the same is still needed, though, before we reach smooth sailing ahead.

As in every tough situation, there's a glimmer of light. The careful war-time use of paper has emphasized the importance of the right paper for each job . . . a healthy indication for the industry's future. International Paper Company, 220 East 42nd St., New York 17, N. Y.



